

ORDER



Orders
Order / Rev: 50826
Alt Order #:
Product Desc: ESTIMATE 11637
Estimate: 11637
Flight Dates: 10/22/12 - 10/28/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: GENERAL

KTVX-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	74	\$26,345.00	\$22,393.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	74	\$26,345.00	\$22,393.25	0.00
Totals	74	\$26,345.00	\$22,393.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/22/12	10/26/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	11111--	:30	5	\$95.00	P-3	0.00	NM	5	\$475.00
E 2	KTVX	10/22/12	10/26/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	11111--	:30	5	\$130.00	P-3	0.00	NM	5	\$650.00
E 3	KTVX	10/22/12	10/26/12	Good Morning America GMA 7a-9a	CM	7a-9a	22222--	:30	10	\$200.00	P-3	0.00	NM	10	\$2,000.00
E 4	KTVX	10/22/12	10/22/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
E 5	KTVX	10/24/12	10/24/12	Good Things Utah GTU 10a-11a	CM	10a-11a	--1----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
E 6	KTVX	10/26/12	10/26/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	----1--	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
E 7	KTVX	10/23/12	10/23/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	-1-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
E 8	KTVX	10/22/12	10/26/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	11111--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
E 9	KTVX	10/22/12	10/26/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	11111--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
E 10	KTVX	10/22/12	10/26/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	11111--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
E 11	KTVX	10/22/12	10/26/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	21222--	:30	9	\$250.00	P-2	0.00	NM	9	\$2,250.00

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Advertiser: Matheson for Congress 2012
 Product Desc: ESTIMATE 11637
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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KTVX	10/22/12	10/26/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	11111--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
E 13	KTVX	10/27/12	10/27/12	Sat ABC4 News @ 5p Sat ABC4 News @ 5p	CM	5p-530p	-----1-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
E 14	KTVX	10/28/12	10/28/12	SUN ABC4 News @ 5p SUN ABC4 News @ 5p	CM	5p-530p	-----1	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
E 15	KTVX	10/22/12	10/26/12	M-F 630p-7p M-F 630-7p	CM	630-7p	1---1--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
E 16	KTVX	10/23/12	10/23/12	Tue Reg 3 9-10P	CM	9-10P	-1-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
E 17	KTVX	10/25/12	10/25/12	Thu Reg 1 7-8p	CM	7p-8p	---1---	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
E 18	KTVX	10/22/12	10/26/12	ABC4 News at 10pm M-F M-F 10p-1036p	CM	10p-1036p	22122--	:30	9	\$550.00	P-2	0.00	NM	9	\$4,950.00
E 19	KTVX	10/27/12	10/27/12	ABC4 News at 10pm Sa Sa 10p-1030p	CM	10p-1030p	-----1-	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
E 20	KTVX	10/28/12	10/28/12	ABC4 News at 10pm Su Su 10p-1030p	CM	10p-1030p	-----1	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
E 21	KTVX	10/23/12	10/25/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	-1-1---	:30	2	\$285.00	P-3	0.00	NM	2	\$570.00
E 22	KTVX	10/24/12	10/24/12	M-F 11p-1130p M-F 1103p-1133p	CM	1103p-1133p	--1----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
N 23	KTVX	10/28/12	10/28/12	Sun Reg 2 Once Upon A Time 7-8p	CM	7p-8p	-----1	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
													Totals	74	\$26,345.00